

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Original) A method of providing digital contents, comprising:
 - a first step of storing digital contents constructed with a plurality of service unit data and a plurality of advertisement contents; and
 - a second step of outputting the stored service unit data and the stored advertisement contents alternately through one transmission path.
2. (Original) The method of claim 1, wherein the first step further comprises:
 - storing a sequence file indexed to regulate a transmission order for the plurality of service unit data of the digital contents; and
 - inter-relating at least one of the advertisement contents to each index of the sequence file to store the inter-related advertisement contents an the advertisement contents.
3. (Original) The method of claim 2, wherein when a specific index of the sequence file is requested, the method further comprises:
 - outputting the inter-related advertisement contents of the specific index; and
 - making the service unit data of the specific index stand by for output.

4. (Original) The method of claim 3, further comprising outputting the service unit data standing by for output, when an acknowledgment for the outputted advertisement contents of the specific index is received.

5. (Original) The method of claim 4, further comprising measuring a popularity of the digital contents by referring to a number of acknowledgments received regarding each of more than one of the plurality of advertisement contents that were outputted together with the service unit data of the digital contents.

6. (Original) The method of claim 3, further comprising outputting the service unit data standing by for output after a predetermined time elapses after the output of the advertisement contents of the specific index.

7. (Original) A method of providing a digital electronic book, comprising:
storing a plurality of digital electronic book contents, each constructed with a plurality of transmission unit data of the digital electronic book and a plurality of advertisement media;
transmitting at least one of the plurality of advertisement media that is inter-related to a requested one of the digital electronic book contents, when a transmission request

for a corresponding transmission unit data of the requested one digital electronic book content is received; and

transmitting the corresponding transmission unit data of the requested one digital electronic book content, when an advertisement acknowledgment response for the transmitted at least one advertisement media has been received.

8. (Original) The method of claim 7, wherein when a transmission demand for a next sequential transmission unit data is received following the third step, the method further comprises transmitting another at least one of the advertisement media that constructed with the next sequential transmission transmission unit data in a next sequential one of the plurality of digital electronic book contents.

9. (Original) The method of claim 7, wherein the transmitting the corresponding transmission unit data further comprises:

accumulating a plurality of received advertisement acknowledgment responses; and

measuring a popularity of the requested one of the digital electronic book contents based on an accumulated value of the plurality of received advertisement acknowledgment responses.

10. (Original) The method of claim 7, further comprising:

measuring a popularity of each of the digital electronic book contents by accumulating advertisement acknowledgment responses for each corresponding advertisement media inter-related to said each of the digital electronic book contents; and outputting a popularity ranking determined on the basis of the measured popularity.

11. (Original) The method of claim 7, wherein each of the transmission unit data is a chapter of the digital electronic book sent in an ordered sequence, and wherein each of the digital electronic book contents is constructed according to a priority of the stored chapter.

12. (Original) A method of providing a digital electronic book, comprising:

storing an electronic book constructed with a plurality of pages and a plurality of advertisements; preparing a sequence file having a structure that at least one of the advertisements is inserted between Nth and (N+1)th pages of the electronic book to regulate a transmission order;

transmitting the at least one of the advertisements regulated to be between the Nth and (N+1)th pages to a corresponding demanding place, when a transmission of the (N+1)th page is demanded after a transmission of the Nth page; and

transmitting the $(N+1)$ th page to the demanding place, when an acknowledgment response for the transmitted at least one advertisement is received.

13. (Original) The method of claim 12, wherein the number of the at least one advertisement inserted between the N th and $(N+1)$ th pages corresponds to a price of the electronic book.

14. (Original) The method of claim 12, wherein the number of the at least one advertisement inserted between the N th and $(N+1)$ th pages corresponds with a priority of each of the N th and $(N+1)$ th pages.

15. (Original) A method of providing a digital electronic book, comprising:
transmitting advertisements targeted according to user registration information to a user terminal;
receiving acknowledgment responses for the transmitted advertisements from the user terminal; and
transmitting contents of the electronic book to the user terminal, wherein an amount of the transmitted contents of the electronic book is in a prescribed relationship to a number of the received acknowledgment responses.

16. (Original) The method of claim 15, further comprising:

repeating transmissions of the respective contents to a plurality of user terminals and conducting a popularity survey using the plurality of user terminals for each of the respective contents; and

selecting one of the respective contents classified in the electronic book as a designated content, in accordance with a popularity ranking determined from a corresponding popularity survey.

17. (Original) The method of claim 16, wherein the selected designated content is transmitted with priority when a transmission of the electronic book is subsequently demanded from one of a number of user terminals, wherein the designated content is a climax, and wherein the prescribed relationship is proportional.

18. (Original) A method of providing a digital electronic book, comprising:

storing an electronic book constructed with a plurality of chapters;

transmitting a list on which the chapters forming the electronic book are arranged in an order sequence, when a transmission of the electronic book is demanded by a user terminal;

transmitting a previously stored advertisement to the user terminal, when the user terminal demands a transmission of a specific one of the chapters; and

transmitting the demanded chapter as digital data, when it is judged that the transmitted advertisement is displayed for a predetermined time, wherein the advertisement is selected in accordance with a priority of the specific chapter.

19. (Original) A method of providing a digital electronic book, comprising:
 - storing a plurality of digital electronic book contents and a plurality of advertisement media;
 - streaming at least one of the stored advertisement media to a user terminal, when a demand for a transmission of a specific one of the digital electronic book contents is received from the user terminal,;
 - measuring a streaming time of the at least one advertisement media; and
 - streaming the specific one of the digital electronic book contents to the user terminal for a time based on the measured streaming time.
20. (Original) A method of providing a digital electronic book, comprising:
 - storing a digital electronic book constructed with a plurality of transmission unit data and a plurality of advertisement contents;
 - transmitting the stored advertisement contents when a user terminal demands a transmission of the digital electronic book;

receiving acknowledgment responses for the transmitted advertisement contents from the user terminal; and sequentially transmitting the transmission unit data entirely or in part for a time proportionate to a number of the received acknowledgment responses.

21. (New) The method of claim 1, wherein the digital contents a plurality of digital electronic book contents, each constructed with a plurality of transmission unit data of the digital electronic book and a plurality of advertisement media, comprising:

transmitting at least one of the plurality of advertisement media that is inter-related to a requested one of the digital electronic book contents, when a transmission request for a corresponding transmission unit data of the requested one digital electronic book content is received; and

transmitting the corresponding transmission unit data of the requested one digital electronic book content, when an advertisement acknowledgment response for the transmitted at least one advertisement media has been received.

22. (New) The method of claim 1, wherein one digital content is an electronic book, comprising:

storing the electronic book constructed with a plurality of pages and a plurality of advertisements;

preparing a sequence file having a structure that at least one of the advertisements is inserted between Nth and (N+1)th pages of the electronic book to regulate a transmission order;

transmitting the at least one of the advertisements regulated to be between the Nth and (N+1)th pages to a corresponding demanding place, when a transmission of the (N+1)th page is demanded after a transmission of the Nth page; and

transmitting the (N+1)th page to the demanding place, when an acknowledgment response for the transmitted at least one advertisement is received.

23. (New) The method of claim 1, wherein one digital content is an electronic book, comprising:

transmitting advertisements targeted according to user registration information to a user terminal;

receiving acknowledgment responses for the transmitted advertisements from the user terminal; and

transmitting contents of the electronic book to the user terminal, wherein an amount of the transmitted contents of the electronic book is in a prescribed relationship to a number of the received acknowledgment responses, a streaming time of the at least one advertisement media or transmitted entirely or in part for a time proportionate to the number of the received acknowledgment responses.

24. (New) The method of claim 1, wherein one digital content is an electronic book, comprising:

storing the electronic book constructed with a plurality of chapters;

transmitting a list on which the chapters forming the electronic book are arranged in an order sequence, when a transmission of the electronic book is demanded by a user terminal;

transmitting a previously stored advertisement to the user terminal, when the user terminal demands a transmission of a specific one of the chapters; and

transmitting the demanded chapter as digital data, when it is judged that the transmitted advertisement is displayed for a predetermined time, wherein the advertisement is selected in accordance with a priority of the specific chapter.